



WEWS

# ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision      **311239 /**  
Original Date / Revision  
                                  09/17/12    09/19/12  
Advertiser **Healy-Abrams / Democrat / C**  
Agency    **Davis Group (The)**  
Buying Contact  
**4201 Bee Caves Road - Suite C-101**  
**Austin, TX 78746**

Product  
**JHA - GE TV Cleveland 9.18-9.24 (:**  
Agency Com    15%  
Billing Contact   **Pam Newby**  
**4201 Bee Caves Road - Suite C-101**  
**Austin, TX 78746**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #           **1291**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           CAND  
Product Codes   PL  
Priority               P-2  
Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 15150

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	15	\$12,877.50	\$15,150.00	0.00	08/27/12	09/24/12	15	\$12,877.50	\$15,150.00
<b>Totals</b>	<b>15</b>	<b>\$12,877.50</b>	<b>\$15,150.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:15/:15	1	\$450.00	P-2	0.00	BK	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----		1				\$450.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 2	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:15/:15	1	\$500.00	P-2	0.00	BK	1	\$500.00



**311239**

## Hiatus Dates

Order Sep 00:20:00

**Advertiser** Healy-Abrams / Democrat / **Product** JHA - GE TV Cleveland 9.18 **Estimate #** 1291

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:15/:15	1	\$500.00	P-2	0.00	BK	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	----F--		1		\$500.00		0.00					
		Week: 09/24/12	09/30/12	-----		0		\$0.00		0.00					
N 3	WEWS	09/18/12	09/24/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:15/:15	1	\$700.00	P-2	0.00	BK	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	---T---		1		\$700.00		0.00					
		Week: 09/24/12	09/30/12	M-----		1		\$800.00		0.00					
N 4	WEWS	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:15/:15	1	\$1,100.00	P-2	0.00	BK	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-T-----		1		\$1,100.00		0.00					
		Week: 09/24/12	09/30/12	M-----		1		\$1,300.00		0.00					
N 5	WEWS	09/18/12	09/24/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:15/:15	1	\$900.00	P-2	0.00	BK	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	--W-F--		2		\$900.00		0.00					
		Week: 09/24/12	09/30/12	-----		0		\$0.00		0.00					
N 6	WEWS	09/24/12	09/24/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	M-----	:15/:15	1	\$1,000.00	P-2	0.00	BK	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	M-----		1		\$1,000.00		0.00					
N 7	WEWS	09/18/12	09/24/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	-T--F--	:15/:15	2	\$2,200.00	P-2	0.00	BK	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-T--F--		2		\$2,200.00		0.00					
		Week: 09/24/12	09/30/12	-----		0		\$0.00		0.00					
N 8	WEWS	09/18/12	09/24/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	M-W----	:15/:15	1	\$800.00	P-2	0.00	BK	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	--W----		1		\$800.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline		1135p-1207x	--W-----	:15/:15		<del>(\$800.00)</del>	0.00	BK			
		See MG 8.3 [hra/pol]													
	3	WEWS	09/20/12-09/21/12	M-F 1135p-1202a Nightline		1135p-1207x	---ThF----	:15/:15		\$1,200.00	0.00	BK			
		Ⓜ MG for 8.1 09/19 [level up]													
		Week: 09/24/12	09/30/12	M-----		1		\$900.00		0.00					
N 9	WEWS	09/18/12	09/24/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:15/:15	2	\$500.00	P-2	0.00	BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	--W-F--		2		\$500.00		0.00					
		Week: 09/24/12	09/30/12	-----		0		\$0.00		0.00					
Totals														15	\$15,150.00